

RELEASE

NOON, OCTOBER 14, 1955.

25 - YEAR STORY - JOHN DAVID EATON

The Quarter Century Club at Eaton's today inducted Member No. 8496, a man who on Oct. 14, 1930, took his first job at the men's furnishings counter in the Toronto store and -- like 8,495 employees before him -- had now completed 25 years of continuous service.

To mark the anniversary, No. 8496 was given a membership certificate in the club and also the usual present -- a wrist watch with the characters $\frac{1}{4}$ CENTURY CLUB around the dial where the 12 numbers generally go.

On the back of the gold watch was an inscription, noting that 25 years' service had been given to the company by John David Eaton.

The recipient this time was the president of the giant Eaton's of Canada merchandising firm.

And his induction into the Quarter Century Club meant as much to him -- maybe even a little more -- as it had meant to Member No. 1, the late Harry McGee, or to No. 8495, Mrs. Frances Moore of the Eaton order office at St. Thomas, Ont.

It's an exclusive club that no one can crash into, or buy into. The only way you can qualify is through 25 years' service to the company that Timothy Eaton founded 86 years ago.

John David Eaton's quarter century with the company has witnessed his own rise from men's wear clerk, truck driver, department manager, store manager and director, to the presidency of the firm.

His quarter century has also seen a phenomenal growth in the firm itself -- now the world's third largest merchandising house, Canada's biggest retail enterprise that has made its own vast contribution to the building of the nation.

Though today's induction ceremony took the same form as it does in the case of every Eaton man and woman who passes the 25-year milestone, it was understandably made a bit more of an occasion for the president.

Lady Eaton, his mother, accompanied him into the board room where O.D. Vaughan, senior vice-president, was on hand to offer congratulations as were all the other directors - F. B. Walls, J. R. Jenkins, William Park, D. M. Allan, C. H. Boothe, G. M. Eaton, B. E. Mercer, H. P. Parkes, A. N. Sands and A. R. Tucker.

R. Y. Eaton, honourary president of the Quarter Century Club, presented certificate No. 8496 to the president.

Mr. Sands, the Eaton director with the longest service, presented the gold watch.

On the walls of the board room as the presentation took place were portraits of the three presidents who had preceded John David Eaton -- Timothy Eaton, his grandfather, the company's founder and president from 1869 to 1907; Sir John Eaton, his father, president from 1907 to 1922; and Robert Young Eaton, his cousin, president from 1922 to 1942.

Timothy Eaton was never a member though his 38 years with the firm would seem to have qualified him beyond challenge. He died 12 years before a group of 76 employees got together on January 21, 1919, to create the club and become its charter members, with the late vice-president Harry McGee as No. 1.

John David Eaton's 13-year tenure in the presidency has seen a steady improvement in wages and working conditions throughout the coast-to-coast Eaton empire.

Besides the liberal vacation policy (two weeks after one year, three weeks after 15 years, four weeks after 25), he has placed all the Toronto employees, for instance, on a strict five-day week.

Seven years ago the company inaugurated a contributory pension plan covering employees everywhere -- even in the British and European buying offices -- and the president himself contributed \$50,000,000 to the pension plan funds to provide past-service benefits for the employees.

There has also, in the 13 years of his presidency, been an extensive liberalization of the company's schedule of wage payments to employees absent through illness. Group policies have also been made available to cover medical, surgical and hospital insurance for staff.

And in its latest staff-benefit move, Eaton's only recently announced a plan of group life insurance subsidized by the Company, for all its 40,000-odd employees in Canada, which is expected to constitute the largest single life insurance policy ever written in the country.

It's always been company policy -- which the fourth president hasn't altered -- to "promote internally." Thus the new Eaton director whose appointment was announced only this week, C. H. Boothe, started as a stock boy.

John David Eaton himself went behind the men's furnishings counter at the age of 21, fresh from university. During student days at Trinity College School in Port Hope, at Stowe School in England, and at Corpus Christi College, Cambridge, he had been proficient at many sports and when he entered business life he was equipped with fluency in French and German.

More valuable, probably, was an instinct for people which he carried with him through his rise from the men's wear counter to the president's office. A marked shyness in Mr. Eaton the president disappears entirely in Mr. Eaton the friend.

On the practical side, he inherited the business acumen of his grandfather and his father.

While the firm carried on under R. Y. Eaton's interim presidency and Lady Eaton's extremely active vice-presidency, John David Eaton was demonstrating a special talent for merchandising that gradually marked him as the likeliest heir to the business.

In 1942 the trustees named him president and, after making provision for the other members of the family, he became sole owner of the entire enterprise, commonly estimated to be an over-\$100,000,000 business.

At age 33, he already had 12 years' experience and intimate acquaintance with the firm in all its departments and most of its branches, and with many of its employees as well.

The company's greatest expansion in terms of branches had taken place under R. Y. Eaton, but it fell to the young president to adjust it to wartime conditions and to launch a huge \$30,000,000 post-war program of modernization.

Since then, Eaton's has finally spanned the continent, with stores from Newfoundland to Vancouver Island. And with the opening of a Charlottetown outlet only this year, it now serves all 10 provinces.

Currently the company is entering what appears to be a period of further, unprecedented expansion.

Work began this summer on a \$3,500,000 extension of the Calgary store. Other Western projects include additions and major improvements at Lethbridge, Brandon and Winnipeg.

Near completion is a huge service building on the outskirts of Toronto, a \$9,500,000 investment that will be the largest department-store warehouse in Canada.

Hamilton's City Hall has been bought for \$800,000 to permit expansion of the store there.

And at Oshawa, where the nation's largest shopping centre is now under construction, a new \$2,000,000 Eaton's will have pride of place at the hub of the 60-shop undertaking.

But the Eaton company and the Eaton family have never drawn the wealth from the Canadian community without giving much in return.

In the last 10 years of John David Eaton's presidency, no fewer than 125 hospitals have been helped by Eaton's. Eaton scholarships in agriculture, architecture, interior decoration, commerce and finance, music, art and general scholarships run into thousands of dollars annually.

On the cultural front, major financial assistance has been given to such organizations as the Dominion Drama Festival,

the National Ballet of Canada, the Toronto Symphony Orchestra, the Mendelssohn Choir, the Art Gallery of Toronto, the Royal Conservatory of Music.

The Eatons have endowed a chair of medicine at the University of Toronto at a total cost of over \$1,000,000, and the Margaret Eaton School at the University of Toronto at over one-quarter of a million.

The firm and the individual members of the family have been leading supporters of such groups as the Canadian Red Cross, the Salvation Army, the Victorian Order of Nurses, the Ontario Society for Crippled Children, the St. John Ambulance, the Canadian National Institute for the Blind, the Children's Aid Society, and dozens of local Community Chests.

And the grants have been enormous to universities and schools and churches and generous to such efforts as the Air Cadet League, the Navy League of Canada and Boy Scouts.

The company's interest in education has not been limited to the presentation of scholarships, bursaries and awards, but extends to capital expenses and building funds. The Eaton Electronics Research Laboratory which opened three years ago at McGill University is just one example of the thousands of dollars which the company has given to building funds of Canadian colleges, universities and schools.

Yet the active head of the huge Eaton enterprise and the sparkplug of so much community welfare work is scarcely known, personally, to the public that is so familiar with his name and the Eaton stores.

He prefers it that way.

He's glad to be known by so many of his own employees, and to know many of them by name. But he's glad that, as he drives to work daily in his modest Volkswagen convertible, there are few on the street who recognize him.

John David Eaton appears socially when an appearance seems appropriate, but on the whole he'd rather be at home with his wife and four sons, or at the office with his associates, or off somewhere fishing or duck hunting.

The duck hunting season is on now.

So it could be that shortly Member No. 8496 will disappear for a while, to take the six weeks' vacation the president of Eaton's gives to all the Quarter Century Club types.

Serices 221 - Cndm 2
"Mr. O.P. Vaughan - Vice-President."

BIOGRAPHY - January 1960

ORVAL DOUGLAS VAUGHAN

Success in business was virtually a family challenge for Orval Douglas Vaughan, vice-president of Eaton's since 1942, as he followed in the steps of brothers who climbed to high places and to national prominence.

O. D. Vaughan, known to his associates as "O. D.", saw one brother, ^{the late (deceased Jan. 5/46)} R. C. Vaughan, become president of the Canadian National Railways, and another brother, ^{the late (deceased Oct. 23/6)} J. J. Vaughan, become vice-president of the Canada-wide T. Eaton Co. Ltd. His own ability and business acumen have been recognized throughout his career and on the retirement of his brother from Eaton's, Mr. O. D. Vaughan was appointed to his post, that of vice-president of the Company, in December, 1942.

As vice-president of Eaton's, Mr. Vaughan holds many important positions within the organization. He is president of The T. Eaton Housefurnishings Company Ltd. and vice-president and director of other subsidiary companies within the parent organization.

Mr. Vaughan joined Eaton's sales staff in Toronto on May 20, 1920, at the age of 24. He was graduated as a Bachelor of Applied Science from the University of Toronto, had served overseas in World War I with the Canadian Expeditionary Force until 1919 and had gained experience with the Canada Foundry and other engineering companies before joining The T. Eaton Company staff.

He became assistant manager of the House Furnishings departments in 1921, and served in the same capacity in the furniture department until June 2, 1925 when he was made head of the department. He was appointed supervisor of all the home furnishings departments in 1927 and on February 18, 1937, he was appointed a company director. He has been vice-president of the board since his appointment in December, 1942.

Mr. Vaughan is a member of the board of governors of the University of Toronto and a trustee of the Toronto General Hospital. He is a director of the Royal Winter Fair. He is a life member of the Royal Canadian Institute, and a benefactor member of the Art Gallery of Toronto and the Royal Ontario Museum. He is a member of the York Club, the Granite Club, the University Club, the Military Institute, the Royal Canadian Yacht Club, the York Downs Golf Club, Rolling Rock Club and Phi Delta Theta Fraternity.

Mr. Vaughan, a thirty-third degree Mason, is a member of St. Alban's Lodge, A.F. & A.M., Toronto Lodge of Perfection, Rose Croix, Moore Consistory.

Mr. Vaughan has many interests and activities in Toronto, where he was born, March 1896, one of five sons and two daughters of the late Mr. and Mrs. Robert C. Vaughan. Always interested in athletics, he was on various football, hockey, boxing and fencing teams during attendance at the

* (Brother H.E. Vaughan died Jan/64)

University of Toronto, having been Canadian inter-collegiate champion with foils and sabres.

Outside of business, his hobbies include cattle breeding at his Glen Williams farm, photography, etc.

Mr. Vaughan and his wife, the former Nora E. Gray, have been outstanding patrons of the arts, particularly the theatre, ballet, music, painting and sculpture. Nearly every cultural development in Toronto has had their support. Their home is at 3 Beaumont Road, Toronto.



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